

ISMRRM EXHIBITOR

PROSPECTUS



JOIN US IN  SINGAPORE!

ISMRRM 24TH ANNUAL MEETING & EXHIBITION • 07–13 MAY 2016

Reach thousands of your **KEY BUYERS**
from over **6000** global attendees

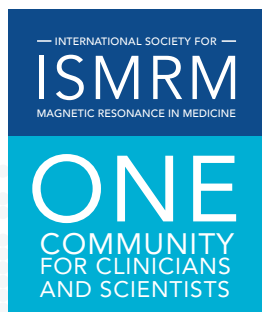


ISMRRM

 **ONE**

COMMUNITY
FOR CLINICIANS
AND SCIENTISTS


www.ismrm.org



24th Annual Meeting

& Exhibition • 07–13 May 2016

SMRT 25th Annual Meeting • 07–08 May

SINGAPORE

www.ismrm.org • www.smrt.org



Exhibitors ... Plan for Success in Singapore!

Get set for the new and exciting offerings of the ISMRM 24th Annual Meeting & Exhibition in Singapore! We expect over 6000 international MR professionals—*your prospective clients!*—in the multi-award winning Suntec Singapore Convention & Exhibition Centre. Our 2016 floor is designed to entice those attendees and drive business! (Choose your booth on page 26.)

Your target audience awaits!

- Maximize your exposure!
- Generate new sales prospects!
- Demonstrate your leadership in the MR industry!

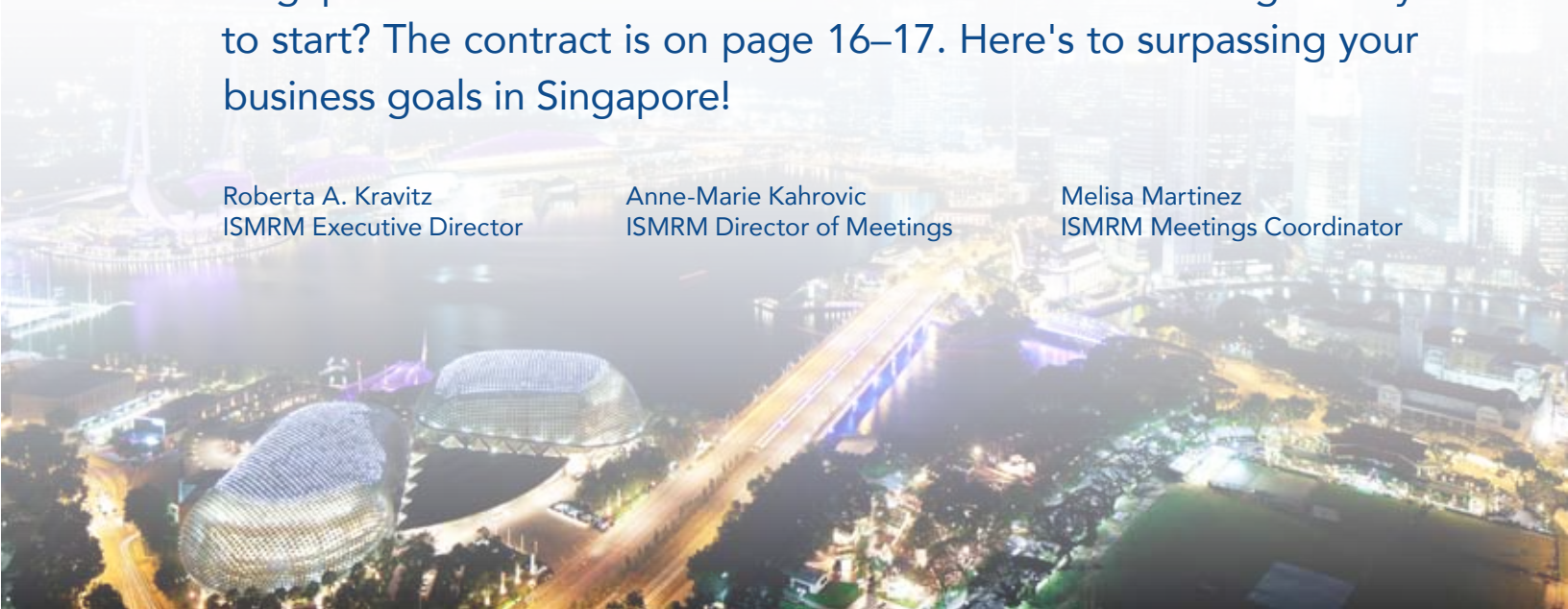
Choose from our full range of marketing opportunities to boost your brand's position in the lead. (Great ideas are on pages 12-14).

We are at your service. Use this Prospectus to plan for success in Singapore. Call +1 510 841 1899 or email info@ismrm.org. Ready to start? The contract is on page 16–17. Here's to surpassing your business goals in Singapore!

Roberta A. Kravitz
ISMRM Executive Director

Anne-Marie Kahrovic
ISMRM Director of Meetings

Melisa Martinez
ISMRM Meetings Coordinator



THE ISMRM DEDICATED STAFF



Exhibitor Testimonial

OUR STAFF WILL PROVIDE YOU WITH A SEAMLESS & COMFORTABLE EXHIBIT EXPERIENCE IN SINGAPORE

Roberta A. Kravitz, *Executive Director*
 Kerry Crockett, *Associate Executive Director*
 Barbara Elliott, *SMRT Coordinator*
 Anne-Marie Kahrovic, *Director of Meetings*
 Melisa Martinez, *Meetings Coordinator*
 Candace Spradley, *Director of Education*
 Linda O-Brown, *Education Coordinator*
 Melissa Simcox, *Education Coordinator*
 Mary Day, *Office Manager*
 Julia White, *Office Coordinator*
 Mariam Barzin, *Director of Finance*
 Kristina King, *Accounting Coordinator & Registrar*
 Sally Moran, *Director of IT & Web*
 John Celio, *IT & Web Coordinator*
 Stephanie M. Haaf, *Director of Membership & Study Groups*
 Liz Tharpe, *Membership & Study Group Coordinator*
 Mary Keydash, *Director of Marketing*

The International Society for Magnetic Resonance in Medicine is an international, interdisciplinary professional society united by a common interest in the science, technology and application of magnetic resonance in medicine and related fields. The ISMRM is comprised of over 9000 professionals—clinicians, physicists, engineers, biochemists and technologists from over 60 countries—all connected by mutual interests. The ISMRM Annual Meeting & Exhibition provides exceptional education opportunities as well as an outstanding forum for presentation of the latest research to the MR Community. These are your prospective clients and they are coming to Singapore!

"Over the past 16 years, the ISMRM Technical Exhibit has played an important role in the success of our company. This exhibition is a vital tool to meet with both existing and potential customers in order to better understand their needs. The meeting also provides an excellent opportunity for us to showcase our latest developments in MRI coil technology. As always, the ISMRM staff is dedicated to ensuring that we have a great exhibit."
 —Nova Medical, Inc.



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Exhibitor Testimonial

As a startup biomedical device company, we are very cautious about how we spend our marketing dollars. However we will never miss another ISMRM! Our target market is MRI researchers. The ISMRM is the largest scientific conference dedicated to MRI researchers. Additionally the ISMRM staff are very helpful and made us feel like a valued part of the meeting. They are always very professional and accommodating.

—SynchroPET



BENEFITS, BENEFITS, BENEFITS!

Exceptional Exhibitor Benefits

Real-Time Exposure to Decision Makers

Unlimited networking opportunities with a growing international assembly of the world's largest community of MR scientists, clinicians and technologists—an engaged, receptive and qualified audience providing you with immediate and future suspects, prospects, leads and confirmed business.

Professional Event-Support Staff

A creative and dedicated ISMRM staff committed to providing you with a remarkable and full-service corporate exhibit experience.

Strategic Integrated Marketing Opportunities

The ISMRM offers integrated marketing programs designed to meet your goals and differentiate you from your competition. Whether you choose custom advertising packages, on-site literature displays, on-line marketing, participation in corporate membership programs or digital advertising—whatever your choices, they are all designed to assist you in making the most of your exhibition experience!

Destination & Quality Venues

The ISMRM selects the best destinations and venues worldwide, continuing to meet the professional needs of our global community.

Limited Exhibitors = Maximum Exposure

You have the benefit of capitalizing on an amazing opportunity. You are one of approximately 70 exhibitors, with an audience of 6000+. We are not to be confused with other massive exhibitions. We are exhibitor focused.

Exhibitor Value

We continue to add to the value of your exhibition experience! To assist you financially, we will continue to provide complimentary lead retrieval. As usual you will receive preferential exhibitor service kit rates if purchased by the early bird date. By selecting your exhibition space in advance, you will expedite your company's website exposure. We will also be continuing our exciting attendance building exhibition contest guaranteeing increased booth traffic. *Again, you will have the option to purchase your exhibition space at an early bird rate.*

Pre-Show Marketing

The ISMRM will provide you with a preregistration list of all attendees and allow for a one time contact, four weeks prior to our Annual Meeting & Exhibition.

Your Opinion

Your opinion counts. We invite company representatives to our annual Exhibitors' breakfast meeting to express their opinions, suggestions and concerns. We are listening.

SEE MORE EXCEPTIONAL BENEFITS ON NEXT PAGE

ISMRM IS EXHIBITOR FOCUSED!

Page 6



Exhibitor Testimonial

More Exceptional Exhibitor Benefits

Pre/Post-Show Advertising

Your company name and link to your corporate website is listed on the ISMRM exhibitor page from the day you sign your contract with us until six months after the show. Last year our meeting website recorded in excess of ten thousand hits three months prior to our meeting.

Yearly Updated Industry Demographics

Updated and expanded industry demographics to assist you in making solid business decisions in this vital and challenging economy.

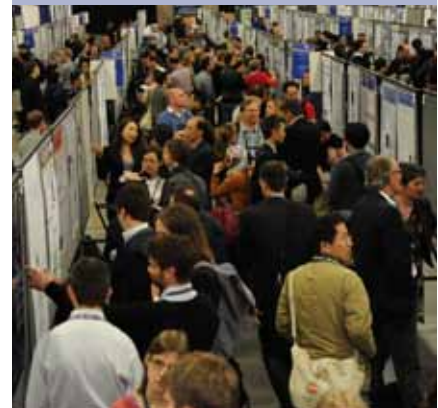
Complimentary Registrations

Our exhibitors receive one complimentary seven-day meeting voucher and five exhibitor guest vouchers for each nine square meters of rented space.

Exposure! Exposure! Exposure!

We are happy to give you the exposure you deserve. In past years we have improved our exhibition floor to include not only exhibitors but our traditional and electronic posters as well. We continue to hold our opening reception in the exhibit hall while providing food and beverage concessions throughout the exhibition during open hours daily. Our Technical Exhibition, Traditional Posters and Electronic Multimedia posters, coupled with our attendance building exhibition game, are designed to create traffic and keep you busy!

"Avotec has been an exhibitor at ISMRM since the society was formed 20 years ago. As a manufacturer of MR accessories, exhibiting with ISMRM provides Avotec with a critical venue for presenting products, connecting with customers, and establishing OEM relationships. And the international venue ensures that we stay in touch with our global customers. ISMRM is definitely exhibitor friendly. They consider the technical exhibits to be a critical part of the conference, and they constantly strive to create an exhibit format that will be most effective for the exhibitors. Exhibiting with ISMRM is a given for Avotec. If MR is your business, we would recommend you do the same."— Avotec, Inc.



GLOBAL ATTENDANCE 2015

ISMRM 23RD ANNUAL MEETING TORONTO, ON, CANADA

Your company will benefit from global exposure!

Australia	95	Norway	26
Austria	39	Peru	1
Bangladesh	1	Poland	4
Belgium	35	Portugal.....	9
Brazil.....	9	Qatar	2
Canada.....	699	Russia	3
Chile	11	South Africa	5
China	324	South Korea	135
Czech Republic	8	Saudi Arabia.....	1
Denmark.....	38	Singapore.....	36
Finland.....	24	Slovakia	2
France	112	Spain	20
Germany.....	443	Sweden	59
Hungary.....	2	Switzerland.....	157
Iceland.....	2	Taiwan	51
India.....	29	Thailand.....	5
Iran	3	The Netherlands	203
Ireland	2	Turkey.....	17
Israel	30	UAE	1
Italy.....	53	Ukraine	1
Japan.....	212	UK.....	375
Mexico.....	5	USA	2319
New Zealand.....	12	Yemen.....	1

Exhibitor Testimonial

"The ISMRM Technical Exhibition has always been very instrumental in meeting our existing and potential customers. We have always enjoyed the opportunity to listen and learn from visitors about their clinical needs, research goals and achievements. From these enlightening discussions our future products, solutions and services evolve in a close collaboration with our clientele. The ISMRM office has always ensured outstanding services and conditions for this groundbreaking event."

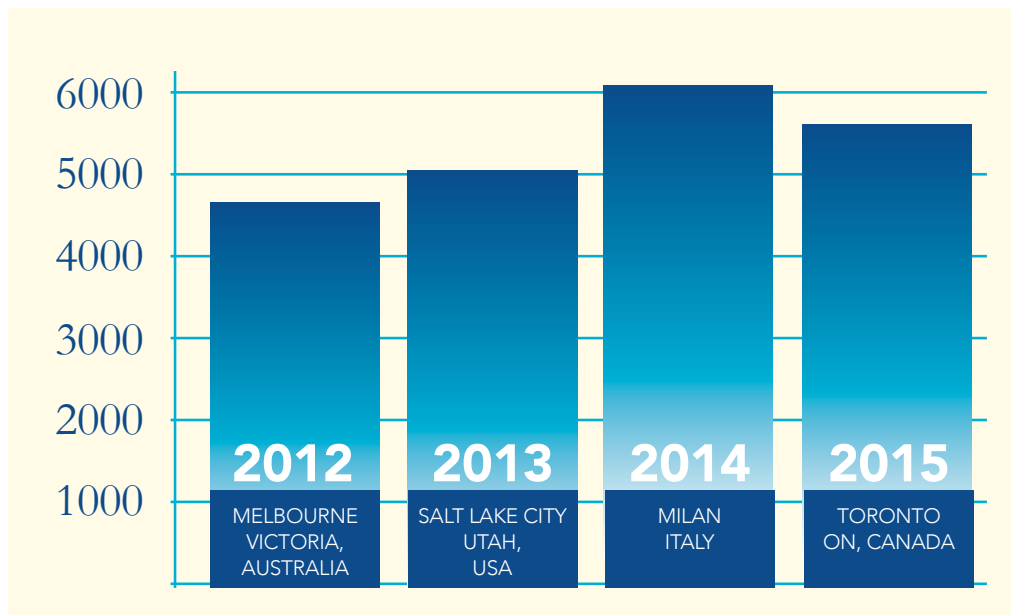
— MRI.TOOLS GmbH



ISMRM MEETING DEMOGRAPHICS & ATTENDANCE HISTORY

MARKET YOUR COMPANY AT THE LARGEST MEETING DEDICATED TO MR

Four Year ISMRM Meeting Attendance Pattern

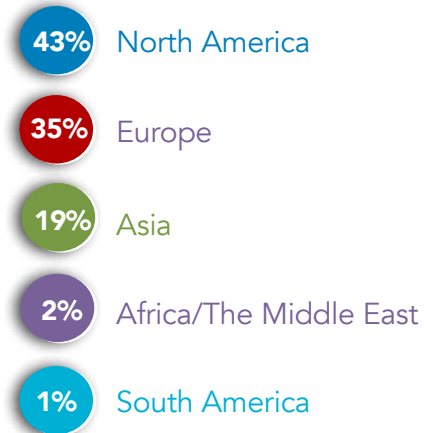
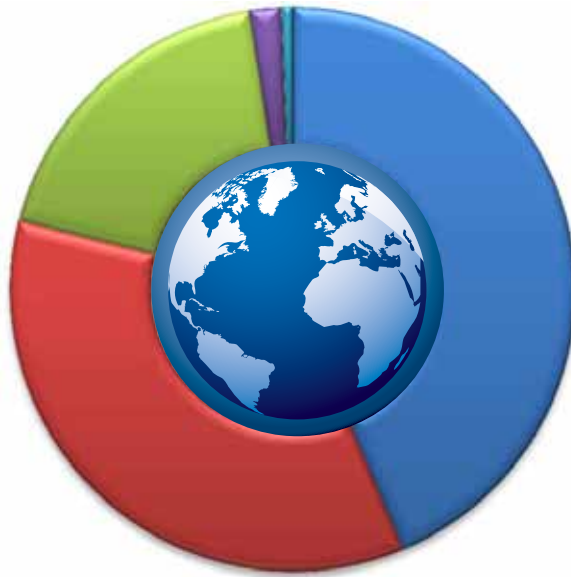


Ten Year ISMRM Meeting Attendance Breakdown

	2006 Seattle, Washington, USA	2007 Berlin, Germany	2008 Toronto, Ontario, Canada	2009 Honolulu, Hawai'i, USA	2010 Stockholm, Sweden	2011 Montréal, Québec, Canada	2012 Melbourne, Victoria, Australia	2013 Salt Lake City, Utah, USA	2014 Milan, Italy	2015 Toronto, Ontario, Canada
Professional Attendees	4872	5350	5324	4958	5901	5770	4646	5100	6078	5621
Exhibitor Personnel	906	1043	1132	630	863	976	840	726	992	1094
Guests to the Exhibition	27	7	0	1	1	0	0	0	0	21
# of Exhibiting Companies	71	71	86	56	63	66	60	69	71	86

2015 REGISTRATION DEMOGRAPHICS

Meet Attendees from our Global Sphere



2015 MEETING STATISTICS

ATTENDEE BREAKDOWN

M.D.	14%
M.D./PH.D.	5%
PH.D.	42%
R.T.	3%
Other degree or None designated	37%

PROGRAM STATISTICS

Abstracts Submitted	6033
Oral Presentations	875
Power Pitches	166
Traditional Posters	1810
Electronic Posters	1879
Student Stipends Awarded	1033

REGISTRATION

Member	1922
Nonmember	445
Speakers	406
Student Member	1312
Student Nonmember	256
Stipends	1033
Waived Exhibitor Registrations	247
Total Exhibitor Personnel	1094
Total # of People in Toronto	6715

**THERE ARE
NO BORDERS ON OUR
INTERNATIONAL EXHIBIT FLOOR!**

ISMRM 23RD ANNUAL MEETING & EXHIBITION EXHIBITORS 2015

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JOIN YOUR COLLEAGUES AND COMPETITORS
AT THE WORLD'S LARGEST MEETING
DEDICATED TO MAGNETIC RESONANCE



Thank You and Congratulations
to our 15+ Year Exhibitors!

Alltech Medical Systems America

Altair Engineering, Inc.

Animal Imaging Research

Aspect Imaging

Avotec, Inc.

Bayer HealthCare

BIOPAC Systems, Inc.

Bracco Diagnostics

Brain Products GmbH

Bruker

Cambridge Research Systems, Ltd.

Cedrus Corporation

Circle Cardiovascular Imaging

Communication Power Corporation

Compumedics, Ltd.

Cortech Solutions, Inc.

CorTechs Labs, Inc.

CST – Computer Simulation Technology

Cubresa

Doty Scientific, Inc.

Electrical Geodesics, Inc.

Elsevier

Emmotrac—Max Planck Institute for
Cognitive and Brain Sciences

Ergospect GmbH

ESMRMB

Exprodo Software Ltd.

Extend MR LLC

FUS Instruments Inc.

GE Healthcare

GMW Associates

Guerbet LLC

Heart Imaging Technologies

Heart Vista, Inc.

High Precision Devices

**Hitachi Medical Systems
America, Inc.**

Innovere Medical, Inc.

International Electric Company

Invivo

KinetiCor, Inc.

KOPP Development Inc.

LMT Medical Systems GmbH

Medis Medical Imaging Systems, Inc.

Mediso Medical Imaging

Metrasens Ltd.

Mint Labs

Modus Medical Devices, Inc.

MR Instruments, Inc.

MR Solutions LTD

MR:comp/MRI-Tec

MRC Systems GmbH

MRI.TOOLS GmbH

NeoCoil

Neoptix Canada LP

Neuro Device Group Ltd.

NORAS MRI Products

NordicNeuroLab

Nova Medical, Inc.

NUKEM Isotopes GmbH

ODU - USA

Olea Medical

The Phantom Laboratory

Philips Healthcare

Polarean, Inc.

PulseTeq Limited

Pure Devices GmbH

RAPID Biomedical GmbH

Remcom

Resonance Technology, Inc.RS²D

SA Instruments, Inc.

ScanMed LLC

Shelley Medical Imaging Technologies

Siemens Healthcare GmbH

Singapore Exhibition & Convention Bureau

Skope Magnetic Resonance Technologies LLC

Sunnybrook Research Institute

SynchroPET

Tesla Engineering Ltd.**Toshiba America Medical
Systems, Inc.**

True Phantom Solutions, Inc.

VPixx Technologies, Inc.

John Wiley & Sons, Inc.

World Molecular Imaging Society

ZMT Zurich MedTech AG

**EXHIBIT ALONGSIDE THE
BEST COMPANIES IN THE
MR INDUSTRY!**

ISMRM CORPORATE MEMBERS 2015

RISE ABOVE THE CROWD
& BECOME A CORPORATE MEMBER!
PARTNER WITH ISMRM TO BOOST YOUR
EXPOSURE & BENEFITS

ISMRM Corporate Members 2015

Gold Corporate Members:

GE Healthcare

Philips Healthcare

Siemens Healthcare GmbH

Bronze Corporate Members:

Bracco

Bruker

Hitachi Medical Systems

Toshiba Medical Systems

UIH

Associate Corporate Members:

Nova Medical, Inc.

ZMT Zurich MedTech AG

For more information about the benefits of being a corporate member, contact
Roberta A. Kravitz, Executive Director,
E: roberta@ismrm.org or T: +1 510 841 1899

MARKETING OPPORTUNITIES

Maximize Your Exposure

We are pleased to provide an abundance of marketing and promotional opportunities. Subsidizing any item entitles your company to be acknowledged on the meeting website and in print publications as an official supporter along with acknowledgment on signage during the Annual Meeting. Through your participation, you have a prime opportunity to draw this qualified, captured audience to your booth. The rest is up to you, so please participate and allow us to show you what marketing opportunities can do for you!

☐ Opening Reception

Maximize your exposure at one of ISMRM's best networking events. Support this reception exclusively and attendees will see your logo everywhere!—on drink tickets, cups, napkins, along with signage at the entrance and throughout the exhibition hall. Thousands of clinicians, scientists and technologists from all over the world are ready to network at our much-anticipated, kick-off Opening Reception. Be the host and the talk of the meeting!

☐ Closing Party

Encourage final connections at the world's premier meeting in the MR global community. Spotlight your company as a sole supporter of our Closing Party.

☐ Pens

Place your company's name in the hands and pockets of all our attendees! We hand out over 6000 pens every year. Support this popular item and enjoy take-home exposure!

☐ Advertisement in the *Guide to the Technical & Poster Exhibition*

Get the attention of 6000+ meeting attendees with your advertisement in our full-color Guide to the Technical & Poster Exhibition. Full-color, full page and half page spaces are available.

☐ E-Mail Stations

These e-mail stations will have your company's branding on constant display for all attendees to view. Computer screens at each station display your message daily.

☐ Refreshment Concessions

Place your company's brand in front of an appreciative audience! Meeting attendees consistently report their preference for easy access to coffee, tea and soda. Sponsor as many refreshment breaks as you desire or even a continental breakfast. Concession opportunities are also available in the Speaker Ready Room.

ALL MARKETING OPPORTUNITIES ARE AVAILABLE ON A FIRST-COME, FIRST-SERVED BASIS

MORE MARKETING OPPORTUNITIES

Choose One or More Opportunities!

Speaker Ready Room

Receive distinguished coverage and be seen in a highly trafficked area where over 1200 industry leaders upload their presentations and visit many times throughout the week.

Product Display Bar

Display your brochures and literature within easy reach of attendees. The staffed ISMRM Resource Center's Product Display Bar is an effective replacement of the convention bag insert and a much greener choice too! Limited spaces are available.

Electronic/Digital Signage Advertisements

Visibility—Imagine your digital ad in queue all day long on plasma screens at the convention centre; you just can't beat this type of coverage!

Wireless Internet Support

Receive recognition for what will surely be one of the meeting's most utilized services. Be the sole supporter of the Annual Meeting Wireless service and watch your message/logo pop up on every mobile device in the convention centre!

Program-At-A-Glance Booklets

Keep your company's logo and a small ad close at hand with every attendee! The widely-used ISMRM Annual Meeting Program-At-A-Glance is pocket-sized and also fits into our badge holders. It is a well-used, quick reference for all attendees.

Banners in Approved Locations

Reinforce your company's brand in front of thousands of potential customers with your banner positioned in a strategic location at the convention centre.

Sponsor the ISMRM Mobile App!

The Annual Meeting Mobile App is used by over 75% of our meeting attendees. Your logo will appear upon launch. You can also include promotional content and/or a link to your website.

MAKE THE MOST OF
YOUR EXHIBITION EXPERIENCE AND
MARKET YOUR COMPANY!

EVEN MORE MARKETING OPPORTUNITIES!

*Y*our Great Ideas are Welcome!

☐ Your Great Ideas!

Tell us what support opportunities will maximize your company's success at the ISMRM Annual Meeting & Exhibition in Singapore! We are at your service!

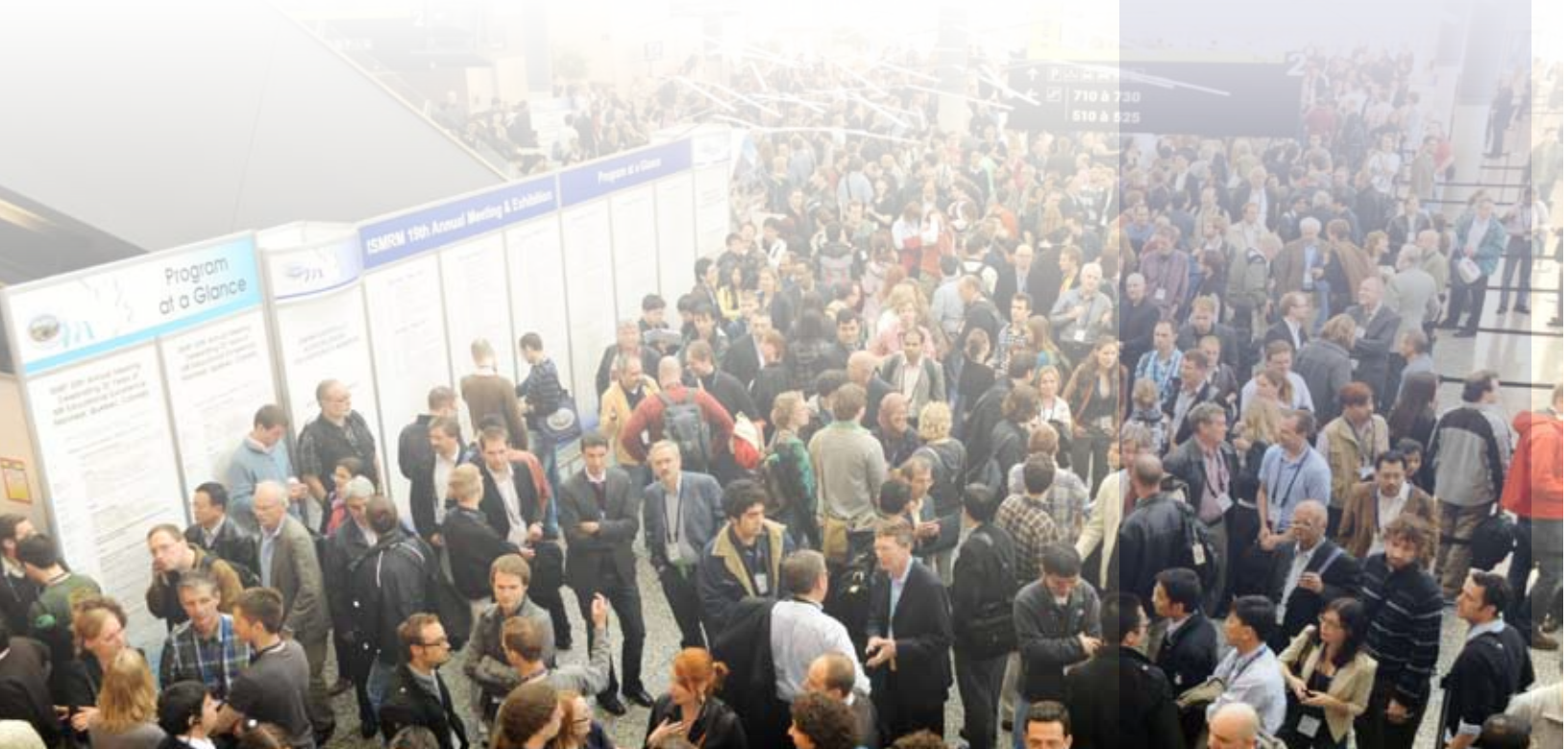
Please note that all marketing ideas are subject to approval by the ISMRM.

**YOU CAN'T BEAT THIS TYPE OF COVERAGE!
YOUR INVESTMENT WILL BE RETURNED TO YOU!**

Exhibitor Testimonial

BIOPAC would like to thank ISMRM for organizing such a well-run meeting. We regard the Annual Meeting as a wonderful opportunity to spend quality time with our customers and to learn more about their application requirements. The conference is always regarded highly by our team because of the great exposure it provides us.

—BIOPAC Systems, Inc.



HOW TO CONTRACT FOR TECHNICAL EXHIBIT SPACE

Enjoy Competitive Pricing on Exhibit Space

Contracts for exhibit space will not be processed without the following:

- (1) A sketch or plan of the exhibit space if space ordered exceeds nine square meters;
- (2) A description of all products or equipment to be displayed within the exhibit space (brochures are acceptable);
- (3) A certificate or proof of insurance verifying commercial liability coverage for this event with the ISMRM named as an additional insured, valid through the dates of the show; and
- (4) Payment: Full payment of the total rental cost to be submitted by Friday, 04 December 2015. Only US funds will be accepted. No space will be assigned or finalized until all contractual conditions are met and full payment is received.

TECHNICAL EXHIBIT SPACE RENTAL RATES

PLEASE FAX CONTRACT TO: 510 841 2340 or EMAIL TO: melisa@ismrm.org

Exhibit-Space Category	Cost
Standard Rate* (if Paid by Friday, 04 December 2015)	US\$425.00 per square meter
Publisher Rate**	US\$325.00 per square meter
Corner Rate***	US\$200.00 additional per corner

* Please Note that contract deadline for priority booth assignments is Friday, 04 December 2015. Any contract received after the early bird date will be subject to a US\$200.00 late fee.

** Publisher rate applies to book sellers and publishers of journals as the primary line of business. To qualify for the recruiter rate, your company's only purpose on the floor must be recruitment.

*** Minimal corner space is available and will be granted on a first-come, first-served basis if booth is paid in full by Friday, 04 December 2015.

Don't delay; reserve your space today!



24th Annual Meeting
 & Exhibition • 07–13 May 2016
 www.ismrm.org • info@ismrm.org
 S I N G A P O R E 

For ISMRM Use Only:

Date Received: _____
 ID No.: _____
 Order No.: _____
 Total Points: _____

CONTRACT FOR EXHIBIT SPACE

Technical Exhibition Dates: 08-12 May, 2016; Priority Placement Deadline: Friday, 04 December 2015

1. Exhibitor Publication Information: To be published in the ISMRM Exhibition Guide.

COMPANY		TELEPHONE	FAX		
ADDRESS		TOLL-FREE TELEPHONE		EMAIL CONTACT ADDRESS	
CITY	STATE/PROVINCE	ZIP/POSTAL CODE	COUNTRY	WEBSITE	

2. Mailing Address: All printed ISMRM exhibit-related materials will be mailed to the Official Representative at this address.

COMPANY			
ADDRESS (No P.O. Box)			
CITY	STATE/PROVINCE	ZIP/POSTAL CODE	COUNTRY

3. Representative Information: The Official Representative will receive all printed ISMRM exhibit-related materials (i.e. invoice). Both Representatives will receive all emails.

(1)	OFFICIAL REPRESENTATIVE	TITLE	TELEPHONE (if different from above)	E-MAIL ADDRESS
(2)	ADDITIONAL REPRESENTATIVE	TITLE	TELEPHONE (if different from above)	E-MAIL ADDRESS

We will be emailing updates frequently. Please clearly list the additional email addresses of those you wish to include on the 2016 Exhibitor Updates:

E-MAIL ADDRESS	E-MAIL ADDRESS
----------------	----------------

4. Booth Preferences: The following information will be used only as a guideline in assigning your exhibit space.

Indicate preferred booth number(s):
 (Please note these are not final booth numbers)

1) _____
 2) _____
 3) _____

We do not wish to be located near the following companies:

1) _____
 2) _____
 3) _____

5. Organization Designation:

All exhibitors submitting this application must check one box describing the organization's focus:

Publisher	<input type="checkbox"/>	Healthcare System	<input type="checkbox"/>	Association (Non-Profit)	<input type="checkbox"/>
Medical equipment	<input type="checkbox"/>	Clinical Trials	<input type="checkbox"/>	Pharmaceutical	<input type="checkbox"/>
Diagnostic & Testing	<input type="checkbox"/>	Recruiter	<input type="checkbox"/>	Other	<input type="checkbox"/>

COMPANY NAME _____

6. Booth Order Early Bird Rates:

Standard rate = US\$425/sq. m | Publisher/ Recruiter rate* = US\$325/sq. m
Send in your contract by Friday, 04 December 2015 in order to qualify for these early bird rates.

**To qualify for the publisher rate, the company's primary business must be publishing printed and/or electronic journals, books, and/or magazines.*

a) In-line Booth: _____ m X _____ m X US\$425 = US\$ _____
 (A minimum order of 3 m x 3 m required)

b) Island Booth: _____ m X _____ m X US\$425 = US\$ _____
 (A minimum order of 6 m x 6 m required. Four corners required)

c) Publisher Row Booth: _____ m X _____ m X US\$325 = US\$ _____
 (A minimum order of 3 m x 3 m required)

**To qualify for the publisher row rate, the company's primary business must be publishing printed and/or electronic journals, books and/ or magazines.*

d) Recruitment Row Booth: _____ m X _____ m X US\$325 = US\$ _____
 (A minimum order of 3 m x 3 m required)

**To qualify for the recruiter row rate, your company's only purpose on the floor must be recruitment.*

e) Number of corners requested (granted on first-come, first-served basis): _____ corner(s) X US\$200 = US\$ _____

f) If this order is being processed after Friday, 04 December 2015, please apply a late fee of US\$200 = US\$ _____

Total Space Rental US\$ _____

7. Support Opportunities- Stand Out In the Crowd:

Corporate Member Level Packages:

If you are interested in Gold, Silver, Bronze or Associate Corporate Levels of ISMRM Membership, please check here and you will be contacted:

8. Payment Information: Check, charge or wire transfers accepted (please contact the ISMRM office for wire transfer instructions)

Check (in US\$ only): Make checks payable to: **International Society for Magnetic Resonance in Medicine** or **ISMRM**

Payment: 100% payment (full payment due Friday, 04 December 2015) = US\$ _____

Credit Card: Please charge fees to my Visa MasterCard AMEX
 _____ / _____
 Card Number Expiration Date

 Cardholder Name Billing Street Address

 City State/Province Zip Code/Postal code Country

 Payment Amount US\$ Signature

9. Terms of Agreement: Exhibitor agrees to abide by the 2016 Exhibitor Rules and Regulations published in the Exhibitor Prospectus and on the ISMRM website, which are made a part of this contract by reference and fully incorporated herein. Exhibitor agrees that this contract is subject to the terms and conditions of the 2016 lease agreement for exhibit space between the Suntec Singapore Convention & Exhibition Centre and the ISMRM.

Please note that contracts received without full payment will not be processed until such time when full payment has been received. This Contract will be considered complete only when the following are received by Friday, 04 December 2015 by the ISMRM:

- Full Payment:** Included here or Will be sent by Friday, 04 December 2015
- Description of materials to be displayed:** Included here or Will be sent by Friday, 04 December 2015
- Company Profile for Guide to the Exhibition:** Included here or Will be sent by Friday, 05 February 2016
- Floor Plan (if booth exceeds 9 sq. meters):** Included here or Will be sent by Friday, 12 February 2016
- Proof of Insurance:** Included here or Will be sent by Friday, 26 February 2016

The undersigned shall have the authority to act on behalf of the Exhibiting Company in all negotiations:

SIGNATURE OF OFFICIAL REPRESENTATIVE _____

DATE _____

WHAT TO EXPECT AFTER YOUR CONTRACT IS SIGNED

Page 18

Designate Your Exhibitor Representatives

The signer of the Contract for Exhibit Space, or the designee, shall be the Official Representative of the exhibiting company and shall have the authority to act on behalf of the company in all negotiations and to certify representatives. The Official Representative will receive all printed and electronic ISMRM Exhibition materials including the service kit, as well as badges and vouchers on-site. The Official Representative may designate an Additional Representative to coordinate responsibilities if the Official Representative is unavailable. Both Representatives will receive regular email updates from the ISMRM.

Your Company Profile is Publicized

Exhibitors are required to provide a 200-word company profile to our Meetings Coordinator (melisa@ismrm.org) detailing their products and/or services to be published in the 2016 Guide to the Technical & Poster Exhibition distributed to all meeting attendees. Only one profile per booth is permitted without incurring additional costs.

The deadline for turning in your company profile is Friday, 05 February 2016. Please send your profile only by email to Melisa Martinez, Meetings Coordinator: melisa@ismrm.org. Forms and further information will be provided in the Exhibitor Services Kit to be released on Friday, 22 January 2016.

PLEASE NOTE:

Listing in the 2016 Guide to the Technical & Poster Exhibition is available only to exhibitors whose full payment has been received.

An Online Exhibitor Service Kit is Provided

The ISMRM Exhibitor Service Kit will be made available online on Friday, 22 January 2016 to exhibiting companies whose full payment has been received. The service kit contains a complete set of downloadable service forms.

Pre-Meeting Registration Reports

The ISMRM will provide you with a preregistration list of all attendees four weeks prior to our Annual Meeting and will allow for a one time contact.

**DEADLINE FOR
YOUR COMPANY PROFILE:
FRIDAY, 05 FEBRUARY 2016**

EXHIBITION RULES & REGULATIONS

Page 1 of 3

Please Read These Important Exhibition Regulations

Liability, Insurance and Security

Each exhibitor must make provisions for safeguarding its goods, materials, equipment and display at all times. General over-all guard service will be provided by ISMRM for the exhibition period, but neither the guard service nor ISMRM will be responsible for loss of or damage to any property for any cause. All space occupied by an exhibitor must be surrendered by it in the same condition as it was at the commencement of occupation.

ISMRM, its officers, directors, agents and employees, shall not be liable for and are hereby released from any claims, liabilities, losses, damages or expenses relating to or arising out of any injury to any personnel of exhibitor or to any other person for any loss of or damage to any property of exhibitor or any other property where such injury, loss or damage is incident to, arises out of, or is in any way connected with exhibitor's participation in the exhibition, and the exhibitor shall be

Your contract includes understanding of the following rules and regulations. Please read them carefully and call us if you have questions.

We are here to help you enjoy maximum safety and security as an exhibitor.

fully responsible for any such injury, loss or damage except as otherwise provided in the Lease Agreement between ISMRM and the Suntec Singapore Convention Centre, and the exhibitor shall protect, indemnify, hold harmless and defend ISMRM, its officers, directors, agents and employees, against all such claims, liabilities, losses, damages and expenses, including reasonable attorney fees and costs of litigation, provided that the foregoing shall not apply to injury, loss or damage caused by or resulting from the negligence of ISMRM, its officers, directors, agents or employees. Each exhibitor shall maintain, entirely at its expense, general public

liability insurance against claims for bodily injury, death or property damage incident to, arising out of, or in any way connected with the exhibitor's participation in the exhibition, to the limit of not less than one million dollars (US\$1,000,000) for bodily injury, death or property damage in any one occurrence. Such insurance maintained by the exhibitor shall include coverage

EXHIBITION RULES & REGULATIONS

Page 2 of 3

Please Read These Important Exhibition Regulations

of the indemnification obligations of the exhibitor under these rules and regulations and shall cover ISMRM as an additional named insured.

At the time the Contract is submitted, the exhibitor shall furnish to ISMRM a certificate evidencing the insurance required by these rules and regulations to be maintained by the exhibitor. That certificate, or the related policy, must provide, to the extent obtainable, that the policy may not be canceled without at least ten (10) days' prior written notice by mail to ISMRM by the insurance company. Each exhibitor acknowledges that it is responsible for obtaining, for its protection and entirely at its expense, such property insurance for its exhibit and display materials as the exhibitor deems appropriate. Any policy providing such property insurance must contain an express waiver by the exhibitor's insurance company of any right of subrogation as to any claims against ISMRM, its officers, directors, agents or employees. In the event any part of the exhibit hall is destroyed or damaged so as to prevent ISMRM from permitting an exhibitor to occupy assigned space during any part or the whole of the exhibition period, or in the event occupation of assigned space during any part or whole of the exhibition period is prevented by strikes, Acts of God, national emergency or other cause beyond the control of ISMRM, then the

exhibitor will be charged for the space during the period it was or could have been occupied by the exhibitor; and the exhibitor hereby waives any claim against ISMRM, its officers, directors, agents, or employees, for losses or damages which may arise in consequence of such inability to occupy assigned space, its sole claim against ISMRM being a refund of the rent paid for the period it was prevented from using the space.

Special Regulations

No part of any exhibit, or signs relating thereto, shall be posted, nailed or otherwise attached to columns, walls, floors or other parts of the building or its furniture in any way to deface same. Damage arising from failure to observe these rules shall be payable by the exhibitor. Operational equipment, audio-visual presentations and other sound and attention getting devices and effects may not create noise levels objectionable to neighboring exhibitors. Product and service demonstrations are to be straightforward and professional and must avoid the use of theatrical gimmicks. All activities of each exhibitor must be confined to the exhibitor's allotted space. The exhibitor must, at his/her expense, maintain and keep their exhibit and the space for which they have contracted in clean and good order. Distribution of handout items such as plastic bags or token gifts is permissible upon approval from the

EXHIBITION RULES & REGULATIONS

Page 3 of 3

Please Read These Important Exhibition Regulations

Executive Director of ISMRM. Requests to distribute handout items must be submitted in writing to the Executive Director and/or the Director of Meetings along with a sample, photograph or written description of each item. It is the responsibility of the exhibitor to seek prior approval for any handout items that may be considered questionable; without such prior approval, the exhibitor may be penalized priority points.

Exhibitors are allowed to photograph, videotape or mechanically record their company's booth for exhibitor personnel during regular floor access hours without the use of electrical lighting; this includes setup and dismantling hours. Media photographing, videotaping or mechanically recording on the exhibit floor is permitted only with prior permission. Permission requests for media coverage must be submitted in writing to the Executive Director and/or Director of Meetings at least thirty (30) days prior to move-in. All construction material must conform to local codes. Table drapes, textile or paper displays, back wall drapes and any decoration must be flame-proofed. All exhibits and materials are subject to inspection by the local Fire Marshal.

IMPORTANT: Please review the complete Fire Regulations for Exhibitors located in the Exhibitor Service Kit. In some instances, ISMRM, the Suntec Singapore Convention Centre and the Fire Safety and Shelter Department (FSSD) MUST approve aspects of your booth in advance. Please contact Patti McDowell with Freeman, by email at patti.mcdowell@freemanco.com if you have any questions regarding required documentation. Violation of any of these rules by the exhibitor or its employees or agents shall, at the option of ISMRM, forfeit the exhibitor's rights to occupy space, and such exhibitor shall forfeit to ISMRM all monies paid or due. Acceptance of Regulations If no contact is made with the ISMRM office about these rules and regulations, their acceptance is assumed and confirmed by their signature on the contract for exhibit space.

Acceptance of Regulations

All matters and questions not covered by these regulations are subject to the decision of ISMRM Executive Director, Roberta A. Kravitz, and/or Patti McDowell at Freeman.

PLEASE REVIEW
THE COMPLETE FIRE &
SAFETY REGULATIONS IN
THE EXHIBITOR SERVICE KIT

PRIORITY POINTS & BOOTH ASSIGNMENT

Priority Placement

Maximum Priority Points

Submit your Contract for Exhibit Space by Friday, 04 December 2015, in order to receive the maximum priority points possible.

Space Assignments

Announcement of exhibit space placements will be made on Friday, 22 January 2016. As in past years, the Society will be awarding priority placement points. Exhibitor preferences will be honored according to the exhibiting company's earned priority points, which are determined by the date the contract is received, as well as payment status, booth size, corner requests, history with the ISMRM and corporate membership status; however, ISMRM reserves the right to allocate space on any other basis it deems appropriate. *Priority points will be awarded on the following criteria:*

Date Points

A maximum of 60 date points may be earned by returning the application and full payment on or before Friday, 04 December 2015. Each day thereafter, two points per day will be subtracted until all date points have been exhausted.

History Points

Four seniority points are awarded for each consecutive year a company exhibits beginning with March 1994. If a company exhibited twice in 1994, they will receive an additional two points. Three points are awarded for each year exhibited non-consecutively from 1994 to 2015.

Corporate Members

ISMRM Corporate Members earn additional points by being Corporate Members. Current year Gold Corporate Members will receive five points, Silver Corporate Members will receive three points, Bronze Corporate Members two points and Associate Corporate Members one point. All Corporate Members are rotated on an annual basis to ensure fair placement on the exhibit floor within their corporate membership category.

Corporate Member booth placement also depends upon preferences, booth size and overall configuration of the final floor plan; however, ISMRM reserves the right to allocate space on any other basis it deems appropriate.

Cancellation Policy

Cancellation of exhibit space must be made in writing on or before: Friday, 22 January 2016, for a full refund (minus a US\$100 administration fee) of monies paid. If space is canceled after Friday, 22 January 2016, there will be no refund, and ISMRM will retain as liquidated damages all monies paid.

BOOTH SPACE DESIGN OPTIONS

Suntec Singapore Convention & Exhibition Centre 1 Raffles Boulevard, Suntec City Singapore

Booth Space Design Options

In an effort to create a balanced exhibit floor, all exhibits will be positioned strategically throughout the floor plan. In fairness to all participating companies, no company shall be granted the primary location nearest the entrance for consecutive years. The ISMRM reserves the right to rearrange the floor plan at any time, for any reason. The ISMRM also reserves the right to relocate any exhibitors should it become necessary for causes beyond the control of the ISMRM, or advisable in the best judgment of the ISMRM. The signing of the contract constitutes full agreement with these assignment policies and procedures.

Please note that the final floor plan will be different from the preliminary floor plan shown in the Prospectus for the purpose of booth selection. The ISMRM redraws its floor plan yearly based on the requests and needs of exhibitors, rather than requiring exhibitors to fit into an existing model. The ISMRM reserves all rights to draw a floor plan that best meets its show requirements, but will do all possible to accommodate exhibitors' requests as submitted on the contract for booth space.

Preliminary Floor Plan

The ISMRM 24th Annual Meeting & Exhibition will be held at the Suntec Singapore Convention & Exhibition Centre, 07–13 May 2016.

The Technical Exhibition, Poster Exhibition and Electronic Poster Hall will be located on the fourth level of the Suntec Singapore Convention & Exhibition Centre and again, intertwined. When you enter the Technical Exhibition Hall, you are entering a hall that will incorporate traditional posters, exhibition booths and electronic posters crisscrossing the hall.

Our rules and regulations have been created to give each exhibitor the most effective use of rented space. Space dimensions shown on floor plans are from center line of booth equipment, such as side rails and/or back drape. Exhibit structures must be constructed to allow sufficient tolerance on each side for this equipment and for utility service at the rear of the booth. ISMRM will provide aisle carpet only. Booth carpet is mandatory and is the responsibility of each exhibitor.

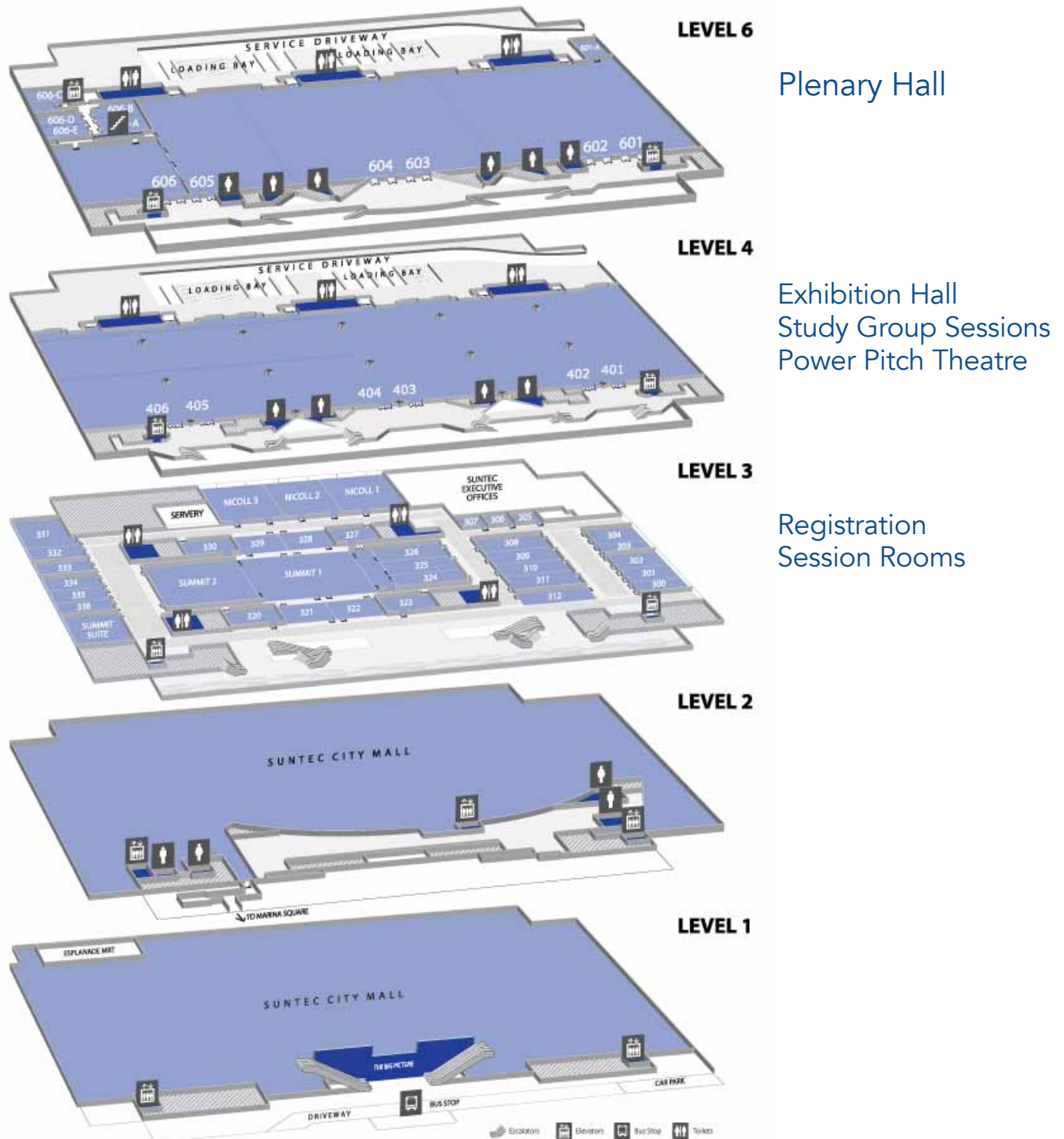


PLEASE NOTE! Important changes in the floor plan are stated and described in the next paragraphs.

**OUR STRATEGIC
FLOOR PLAN IS DESIGNED FOR
YOUR SUCCESS!**

SUNTEC SINGAPORE CONVENTION & EXHIBITION CENTRE OVERVIEW

Suntec Singapore Convention & Exhibition Centre 1 Raffles Boulevard, Suntec City Singapore

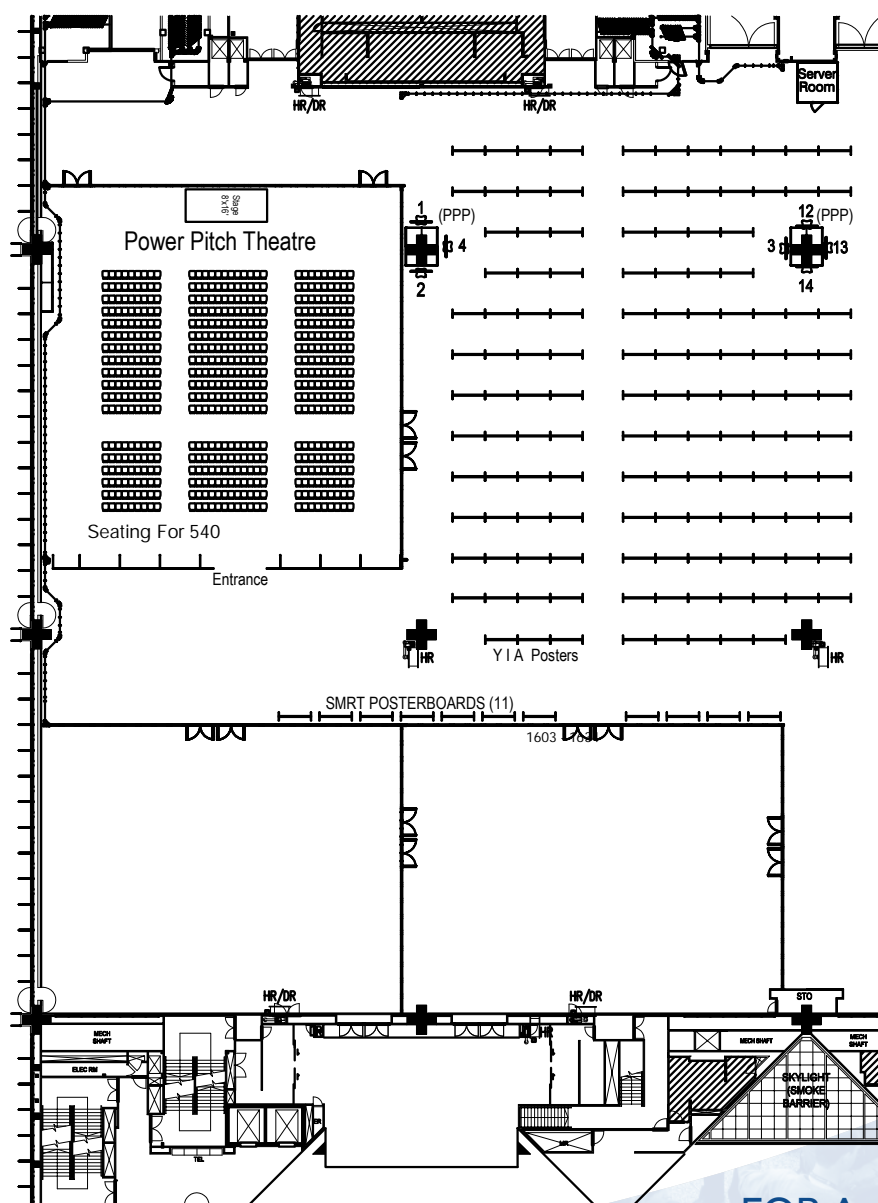


BOOTH SPACE & FLOOR PLAN

Page 1 of 2

TRADITIONAL POSTER HALL SUNTEC SINGAPORE CONVENTION & EXHIBITION CENTRE

The floor plan has been enlarged and is presented here in two sections so that you can clearly see your options for possible floor selection. The dotted areas in between the exhibit spaces are our "e-posters." For a full picture of the floor, including all e-poster and traditional poster placement, please visit www.ismrm.org/16/tech.



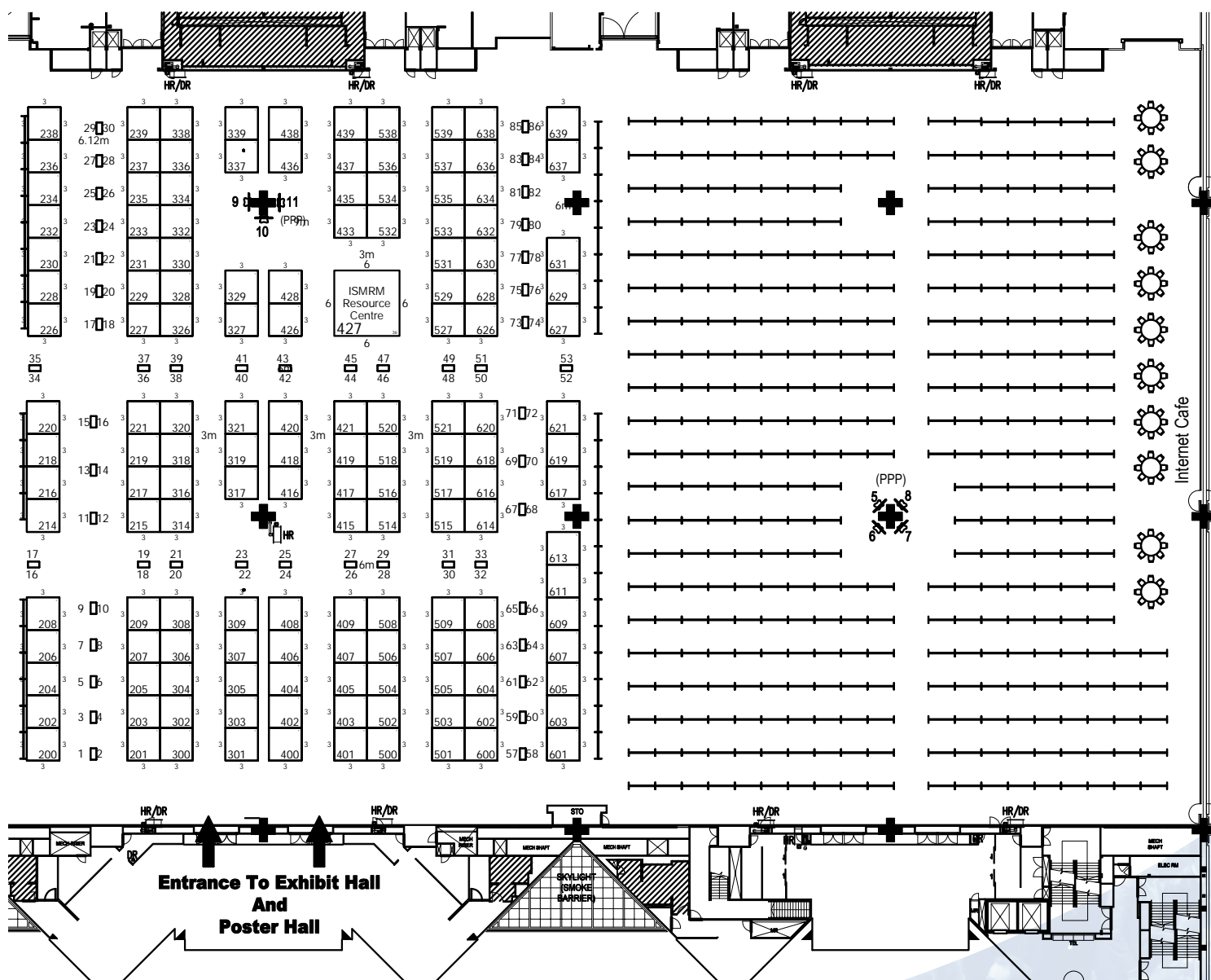
FOR A FULL-SIZE VIEW OF
THE FLOOR PLAN, VISIT
www.ismrm.org/16/tech

BOOTH SPACE & FLOOR PLAN

Page 2 of 2

TRADITIONAL POSTER HALL SUNTEC SINGAPORE CONVENTION & EXHIBITION CENTRE

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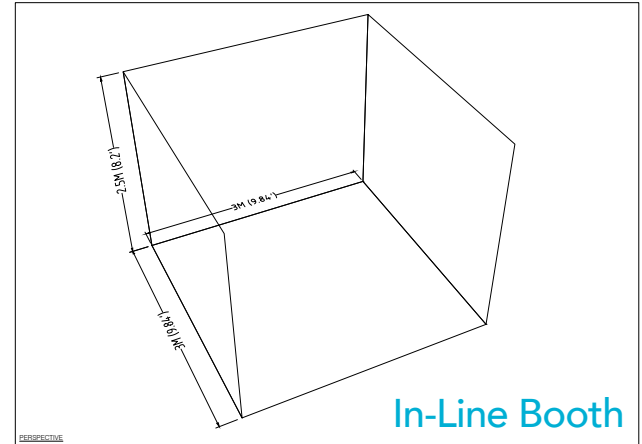
FOR A FULL-SIZE VIEW OF
THE FLOOR PLAN, VISIT
www.ismrm.org/16/tech

BOOTH SCHEMATIC OPTIONS

Choose the Booth that Meets Your Exhibition Needs

In-Line Booths

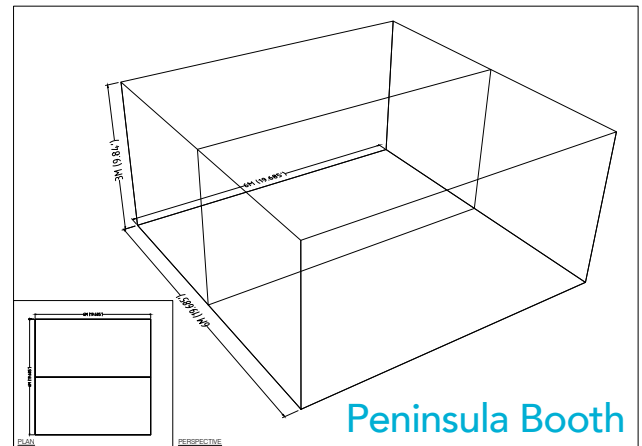
An In-line Booth is one or more standard booth units in a straight line, and are enclosed on three sides with the opening to the aisle. Booths at the ends of each aisle (corner booths) will be open on two sides. The standard booth size is 3 meters x 3 meters (10' x 10'). The maximum height for all booth contents is 2.5 meters (8'). Each booth will be built using a hard wall system comprised of aluminum metal structure with white PVC insert panels.



Peninsula Booths

Peninsula Booths are 6 meters x 3 meters (20' x 10') and have aisles on three sides. Except for the back wall, no other solid wall areas are allowed on the external boundaries of the booth. The maximum height of the back wall facing the neighboring booth is 3 meters (10'). All components of the booth must be placed below this height. Any booth above 2.5 meters (8') in height must be finished on the back up to 3 meters (10').

No structure is provided for peninsula booths, exhibitors must provide their own back walls.

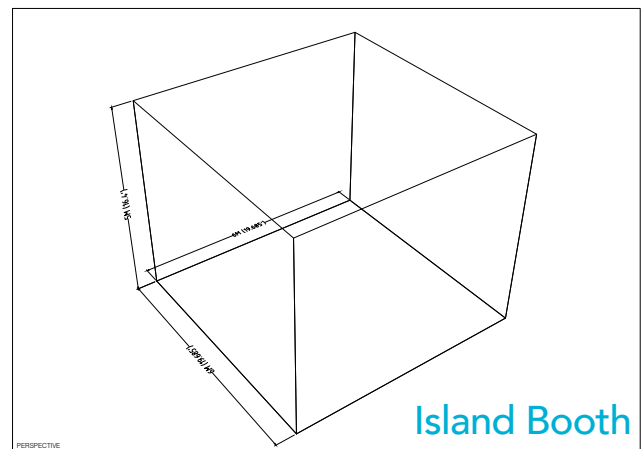


Island Booths

An Island Booth is any space exposed to the aisles on all four sides. All island booths (regardless of size) should allow 20% visibility on all sides. Examples:

- 6 meter x 6 meter (20' x 20') Island: Each side of the booth must have visibility for a minimum of 1.22 meters (4').
- 9 meter x 12 meter (30' x 40') Island: Each 9 meter (30') side of the booth must have visibility for a minimum of 1.83 meters (6'). Each 12 meter (40') side of the booth must have visibility for a minimum of 2.44 meters (8').

No full solid walls are allowed on the external boundaries (aisles) of the booth space. Exhibitors may use clear acrylic or similar material to create a wall that will allow for line of sight from one booth to the next. The maximum height for any Island booth space is 5 meters (16') based on written approval from an ISMRM representative or Patti McDowell/Freeman.



Note:

- Any booth larger than 6 meters x 3 meters (10' x 20') in size must provide detailed, scaled drawings with dimensions.
- All exhibitors must provide suitable floor covering for their entire exhibit space.

EXHIBITOR REGISTRATION

Important Information for Exhibition Registration

While pre-registration is important in assisting us to serve you more effectively, the ISMRM staff look forward to the opportunity to once again connect with you face-to-face in Singapore. Stop by the on-site registration counter with any questions or concerns, to pick up your badges, or simply to say, Hello!

Exhibitor Badges

Exhibitor badge ordering information will be available in the ISMRM Exhibitor Service Kit. Completed registrations for exhibitor badges are due to the ISMRM Meetings Department (melisa@ismrm.org) by Friday, 11 March 2016. Exhibitor badges will not be mailed and will only be available for on-site pick-up at the exhibitor counter beginning at 14:00 hours, Friday, 06 May 2016. Each 9 square metered booth will receive up to five (5) complimentary exhibitor badges. Required exhibitor personnel exceeding five (5) badges per 9 square meters are available for a fee of US\$30.00 per badge.

All Exhibitor Personnel will be responsible for picking up their own badge with photo identification. No other method will be employed. Exhibitors will not be allowed on the exhibition floor without an ISMRM Exhibitor Badge. Anyone not pre-registered by Friday, 11 March 2016 will not receive a badge and must register on-site beginning at 14:00 on Friday, 06 May 2016 at a cost of US\$30.00 per badge.

Complimentary Meeting Registration

Exhibiting companies will receive one complimentary registration, (1) 7-Day meeting badge, for each 9 square meters of space rented. The official company representative will submit the name and email of the complimentary registration recipients to the ISMRM Meetings Department (melisa@ismrm.org) no later than Friday, 11 March 2016. Once the attendee is registered, the ISMRM Annual Meeting badge will be held on-site at the exhibitor registration counter. The registrant may pick up their ISMRM Annual Meeting badge starting at 14:00 hours, Friday, 06 May 2016.

Exhibitor Guest Vouchers

Complimentary exhibitor guest vouchers may be given to your valuable customers and/or guests to allow one-day access to the Technical Exhibition to visit your booth. Please distribute your guest vouchers to individuals who would not normally qualify for general registration. The number of guest passes issued to an exhibiting company will be one (1) pass per day, per 9 square meters of rented space, with a maximum of five (5) guest passes per day. Only the official representative may pick up all Exhibitor Guest Vouchers beginning at 14:00 hours, Friday, 06 May 2016 at the Exhibitor Counter for distribution.

Detailed information on how to obtain these badges and vouchers will be included in the Exhibitor Service Kit.

**SEND YOUR
EXHIBITOR BADGE
REGISTRATION FORMS TO:
MELISA@ISMARM.ORG OR FAX: +1 510 841 2340**

EXHIBITION SCHEDULE 2016

*D*esigned for Maximum Lead Generation

ISMRM Exhibition Hall Hours of Operation

Activity	Thursday 05 May	Friday 06 May	Saturday 07 May	Sunday 08 May	Monday 09 May	Tuesday 10 May	Wednesday 11 May	Thursday 12 May
ISMRM only Freight Move-in	13:00–17:00 <i>By Appointment Only</i>	08:00–12:00	x	x	x	x	x	x
Installation of Exhibits	x	12:00–23:59	08:00–22:00	07:00–14:00	x	x	x	x
All exhibits must be fully operational	x	x	x	If materials have arrived but installation of any exhibit has not started by 14:00 hours Sunday, 08 May 2016, and no special arrangements have been made, the Executive Director of ISMRM may order the exhibition to be removed from the show floor and placed in storage, and the exhibitor will be billed for all costs incurred. Any exhibit space not set up by 14:00 hours on Sunday, 08 May 2016, for which no special arrangements have been made, may be resold or reassigned by the ISMRM without obligation on the part of ISMRM for any refund. No exceptions.				
Exhibitor Registration	x	14:00–20:00	06:30–18:00	07:30–18:00	06:30–18:30	06:30–18:00	06:30–18:00	06:30–18:00
Exhibition Days	x	x	x	17:45–19:15 Opening Reception	10:00–17:00	09:30–17:00	09:30–17:00	09:30–16:30
Poster Hours	x	x	x	Poster Installation: 07:00–14:00	07:00–20:30	07:00–20:30	07:00–20:30	07:00–16:30
Move-Out/ Dismantle	x	x	x	Dismantle of an exhibit prior to 16:30 hours on Thursday, 12 May 2016 is not permitted. Any company violating this regulation will forfeit priority points, which will affect floor space assignments for future meetings. All exhibitors will begin dismantle at 16:30 hours, Thursday, 12 May 2016. All display materials must be packed for carrier pick up not later than 22:00 hours, Thursday, 12 May 2016.				Poster Dismantle 16:30–18:00

CONTRACTORS & LABOR RATES



Contractor Services

ISMRM will designate contractors, as named in the Exhibitor Service Kit, to provide buildup and dismantling services to exhibitors. Such contractors will provide all show services other than supervision.

The exhibitor shall provide only the material and equipment that it owns and that is to be used in the exhibit space. All other items used in the booths are to be provided only by such contractors. The official freight contractor will have complete control of all dock and loading facilities. The freight contractor will receive all shipments and van loads, handle all freight, and provide all rigging, labor and equipment relating to freight handling. Internet, electrical, plumbing, catering and telephone services, etc. can be ordered by using the forms in the Exhibitor Service Kit.

Exhibitor Service Kit

If an exhibitor wishes to use a labor contractor other than the official Labor Contractor, the exhibitor must submit the Exhibitor Appointed Contractor (EAC) Forms to the ISMRM by Friday, 11 March 2016. At the same time as this form is submitted, the exhibitor must also provide ISMRM with certificates of insurance for all agents or representatives who are performing services at the Suntec Singapore Convention Centre site other than the exhibitor's employees. These agents or representatives, as well as all employees, must be identified by the official ISMRM badge prior to entering the exhibition hall. Please email EAC forms and certificates of insurance to Melisa Martinez at: melisa@ismrm.org.

Labor Rates and Services

Detailed information regarding work rules for all trades operating at the Suntec Singapore Convention Centre site will be provided in the Exhibitor Service Kit. Labor rates will be announced in the Service Kit; all rates will be listed in either Singapore and/ or United States dollars. Rates subject to change; local and government taxes are not included.

**FINAL LABOR
RATES WILL BE
PUBLISHED IN THE
EXHIBITOR SERVICE KIT**

QUALITY HOUSING IN SINGAPORE

Enjoy a Great Range of Rates!

Many hotels offering a range of quality, rates, and amenities have been reserved by the Society for the meeting in Singapore. Convention Housing Management (CHM) has been appointed to coordinate all hotel reservations for ISMRM attendees and exhibitors. In order to receive the special convention rate, attendees and exhibitors must make their reservations through the official housing bureau, CHM.

More detailed information on the various hotels and the hotel reservation form will be made available online through the ISMRM registration website. Do not contact the hotels directly in Singapore as reservations are to be made only through the official housing bureau, CHM. Official Society hotels will not honor direct requests for hotel rooms at the special convention rates.

Important Exhibitor Housing Note:

Exhibitors are expected to secure their accommodations through CHM as part of their alliance with the ISMRM. Exhibitors who book outside the ISMRM Housing Block will be subject to loss of full priority points. This housing policy is applicable to national and international exhibitors who may or may not have their own internal travel booking agencies.

**HOUSING DEADLINE: MONDAY, 21 MARCH:
FOR RESERVATIONS, VISIT:**

<https://chmcloud.com/site.html#/block/852WFE>

Exhibitor Testimonial

"The Skope booth at ISMRM proved to be popular and was a busy place throughout the exhibition period. I was privy to exciting conversations, met many new and familiar faces and gathered a huge pile of interesting leads."

—Skope Magnetic Resonance Technologies





BOOKING YOUR OWN CONFERENCE TRAVEL IS EASY AS ABC

WITH THE GLOBAL ONLINE BOOKING TOOL FROM STAR ALLIANCE CONVENTIONS PLUS

No matter where you are travelling from, the Star Alliance™ network offers you a wide choice of flights to the ISMRM 24th Annual Meeting & Exhibition in Singapore.

And with over 18,500 flights a day to 1,330 destinations across 192 countries, our 28 member airlines extend the same choice to any future conferences you are planning to attend.

You can also save money when you book your flights. Simply quote the Convention Code SQ01S16 and you plus one travelling companion will receive a special discount. Better still, no matter which Star Alliance member airline's frequent flyer programme you belong to, you can earn and redeem miles across all 28 airlines.

For more information, or to join the airline network that offers you more choice wherever your conferences take you, simply go to www.staralliance.com/conventionsplus

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HOSPITALITY & MEETING ROOMS

*P*lan Ancillary Events Early for Best Results!

Meetings

Meeting Rooms will not be available at the Suntec Singapore Convention & Exhibition Centre during the ISMRM Annual Meeting for exhibitor functions. All requests for meetings and social functions must be made through the ISMRM office in order to avoid conflicts with the official ISMRM program.

In general, functions will not be permitted during the following days and hours:

- Sunday, 08 May 2016
Opening Reception 17:45–19:15
- Monday -Wednesday, 09 –11 May 2016
07:00–18:00
- Thursday, 12 May 2016
07:00–22:00
- Friday, 13 May 2016
08:00–12:30



HOSPITALITY & MEETING ROOMS continued

Page 34

*A*ttract Booth Traffic with Catering

All requests must be made in writing or submitted on the Function Space request form found in the Exhibitor Service Kit made available on Friday, 19 February 2016. Requests will be processed and confirmed on a first-come, first-served basis. If you wish to reserve a parlor or a suite in the hotel for a hospitality function, this is considered part of a sleeping room reservation and must be requested on the hotel booking form found in the 2016 Exhibitor Service Kit.

All exhibitors will be required to inform ISMRM of all functions they are planning regardless of the location or arrangements. Failure to notify the ISMRM of ancillary events will result in the forfeit of priority points. Any shuttle service activities being planned on the grounds of the Suntec Singapore Convention Centre must absolutely be reported to the ISMRM Director of Meetings.

Food and Beverage Service

The ISMRM will make arrangements for daily coffee and cafeteria services inside the exhibition hall if space allows. The ISMRM will permit exhibitors to have food service within their exhibits. It is required that all food services within the exhibits be provided by the Suntec Singapore Convention & Exhibition Centre as catering services are exclusive to the Suntec Singapore Convention & Exhibition Centre. Catering order forms will be provided in the Exhibitor Service Kit. Exhibitors are encouraged to consider this option as an excellent additional approach to attracting booth traffic.

Exhibitor Testimonial

"ISMRM is a great showcase for FEKO and the services we provide to the MRI and healthcare industry. It's an excellent networking opportunity with existing customers and prospective clients. The exhibition is extremely well organized."
— EM Solutions





ISMRM CORPORATE MEMBERSHIP

Meet our diverse, international MR community of over 6000 clinicians, physicists, engineers, biochemists and technologists from more than 70 countries around the world! This powerful society of MR professionals can become your captive audience through a Corporate Membership with ISMRM.

Enjoy brand exposure at its best: maximum coverage at our Annual Meeting to targeted positioning at one of our worldwide workshops and courses. ISMRM Corporate members access many effective avenues of promotion including customized platforms to meet specific marketing goals.

FOR GROWTH & SUCCESS

To learn more about growing your company through
ISMRM Corporate Membership

please visit www.ismrm.org, or contact
Roberta Kravitz, ISMRM Executive Director

Roberta@ismrm.org
+1 510 841 1899



SEE PAGE 11 FOR A LIST OF CURRENT
ISMRM CORPORATE MEMBERS

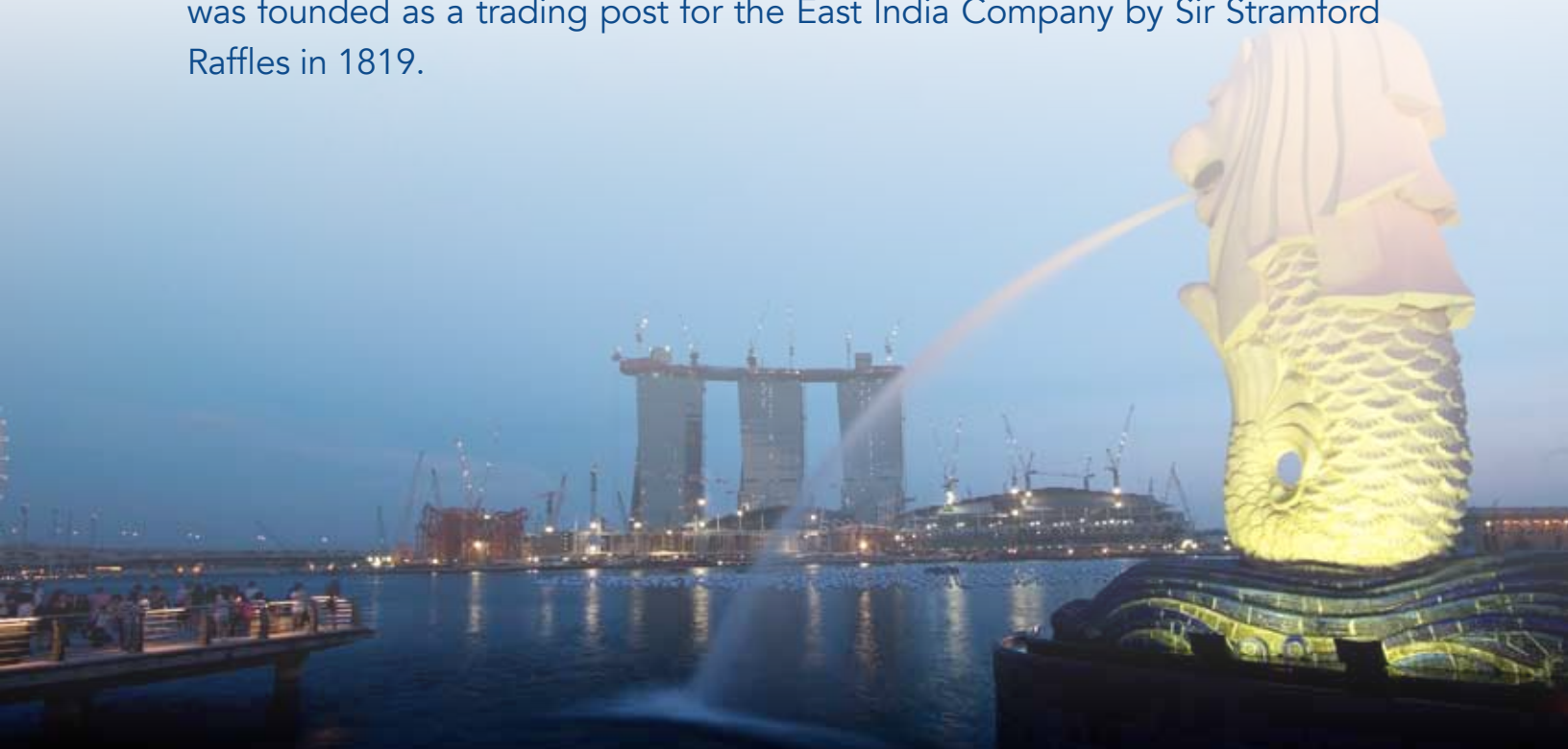
SINGAPORE FACTS & FIGURES: An Overview

Singapore—Where the Old World Meets the New

Singapore is a vibrant modern city-state bridging the old world with the new. One of three surviving city states in the world, following Monaco and Vatican City, the Republic of Singapore has successfully become a leader in the global economy. **Modern Singapore has a highly developed economy and ranks as the second freest economy in the world.**

Society in Singapore is cosmopolitan, multicultural and based on an ideology of racial and religious harmony. Singapore's residents are of Chinese, Malay, Indian and Eurasian descent. The official languages are English, Tamil, Malay and Standard Mandarin. The family is the basic unit of society and respect for the elders is of great importance. The group is regarded as more important than the individual and social hierarchy is more strictly observed than in the West, with respect and deference shown to older and more senior people.

Sanskrit for the Lion City, Singapore's civic history dates back to the second century AD originally belonging to a series of local empires. Modern Singapore was founded as a trading post for the East India Company by Sir Stamford Raffles in 1819.



SINGAPORE FACTS & FIGURES: Economy

Singapore—The Easiest Place to Do Business

Singapore has attracted major investments in pharmaceuticals and medical technology production and will continue efforts to strengthen its position as Southeast Asia's leading financial and high-tech hub. As a major port city situated at the center of heavily travelled sea-lanes, Singapore is a developed free market economy with commerce being its chief source of income. Along with Hong Kong, South Korea and Taiwan, Singapore is one of the original Four Asian Tigers, with Singapore surpassing its peers in terms of GDP. Unemployment is very low with the average work week of 45 hours. The economy depends heavily on exports, particularly of consumer electronics, information technology products, medical and optical devices, pharmaceuticals, business and financial services sectors.

Singapore has the world's third largest foreign exchange center, fourth largest financial center and is one of the top two busiest container ports in the world, only recently surpassed by Shanghai in 2014. The World Bank's Doing Business report has ranked Singapore the "easiest place to do business" for nine consecutive years. Its globalized and diversified economy depends heavily on trade, with manufacturing accounting for around 30 percent of Singapore's GDP in 2013. For the past decade, it has been the only Asian country with the top AAA rating from all major credit rating agencies, i.e. Standard & Poor's, Moody's and Fitch Ratings.

SINGAPORE FACTS & FIGURES: Climate

Singapore—A Tropical Paradise

Lying north of the equator and located between the Indian Ocean and the South China Sea, Singapore has a tropical rain-forest climate with uniformly hot, humid temperatures and rainfall throughout the year.

Average temperatures stay around 31° C (88° F) during the day with little seasonal variation, although it's slightly cooler in December and January, and hottest in April and May. Temperatures are unlikely to dip below 23° C (74° F) at night; the lowest temperature ever recorded was just over 19° C (66° F).

Singapore consists of 63 islands, including the main island, widely known as Singapore Island or Pulau Ujong in Malay. There are two man-made connections to Johor, Malaysia: the Johor–Singapore Causeway in the north and the Tuas Second Link in the west. Jurong Island, Pulau Tekong, Pulau Ubin and Sentosa are the largest of Singapore's smaller islands. The highest natural point is Bukit Timah Hill at 163.63 m (537 feet).



SINGAPORE FACTS & FIGURES: Sustainability

Singapore—An Environmental Achiever

Ongoing land reclamation projects have increased Singapore's land area from 581.5 km² (224.5 sq. miles) in the 1960s to 718.3 km² (277.3 sq. miles) presently. The country is projected to grow by another 100 km² (40 sq. miles) by 2030. Some projects involve merging smaller islands through land reclamation to form larger, more functional islands, as has been done with Jurong Island.

Nearly 10% of Singapore's land has been set aside for parks and nature reserves. The network of nature reserves, parks, park connectors, nature ways, tree-lined roads and other natural areas have enhanced the sense of green space in the city. This is a result of five decades of greening efforts, which began in 1963, when Prime Minister Lee Kuan Yew launched Singapore's first tree-planting campaign by planting a *mempat* tree. This initiative continued into the 1970s and 1980s under the Parks and Recreation Department, renamed the National Parks Board in July 1996. Due to these efforts, Singapore was ranked fourth in the 2014 Environmental Performance Index, which measures the effectiveness of state policies for environmental sustainability.



SINGAPORE FACTS & FIGURES: Culture

Singapore— Rich in Culture & Cuisine!

Singapore offers a unique mix of culture, including a variety of cuisine, art and inviting venues to explore. Customs such as the Festival of Lights, Vesak Day celebrating Buddha's birthday and Hari Raya Haji, known to the Muslim world as Eid al-Adha, bring different ethnic groups together in Singapore highlighting the nation's rich cultural heritage. Singapore's people, largely descendants of immigrants from the Malay Peninsula, China, the Indian sub-continent and Sri Lanka, retain their traditional practices and religious customs.

A cultural melting pot, Singapore offers a variety of cuisine derived from Chinese, Malay and Indian identities. Influences from Sri Lanka, Thailand and the Middle East are present along with the more traditional Chinese, Malay and Indian cuisine. The fast paced environment of the working crowd lends itself easily to variety of street food dining. Hawker centres found throughout the city provide dishes such as Wonton Mee, Laksa, Dim Sum and Fried Carrot cake. The tree lined city offers a variety of outdoor space to be explored. Dotted throughout the city, Singapore offers local attractions such as the Botanic Gardens, Peranakan Museum, Chinatown Heritage Centre and the modern Singapore Flyer.



IMPORTANT DATES & DEADLINES

2015

- 04 December • Early Bird Exhibit Rate Deadline!
- Contract for Exhibit Space due with full payment
- Description of materials to be displayed at booth

2016

- 22 January • Exhibit floor placement announcement
- Exhibit space cancellation deadline
- 29 January • Online Exhibitor Service Kit made available to all exhibitors who have paid in full
- 05 February • Company profile for Guide to Exhibition is due
- 12 February • Floor Plans due (exceeding 9 sq. meters) due to Freeman
- Reserve your space for advertisement in the Guide to Technical & Poster Exhibition
- 19 February • All function space requests are due
- 26 February • Proof of commercial liability insurance is due
- 04 March • Artwork for advertisement in the Guide to Technical & Poster Exhibition is due
- 11 March • Exhibitor Badge Registration forms due
- Exhibitor Appointed Contractor (EAC) forms due to Freeman
- 21 March • Housing Deadline
- 01 April • Make sure you have booked your air travel through Star Alliance (See page 32)
- 06 May • Exhibitor move-in
- Registration opens on-site at 14:00
- 07–08 May • SMRT 25th Annual Meeting
- 07–13 May • ISMRM 24th Annual Meeting & Exhibition
- 08 May • Opening Reception
- 12 May • Closing Party
- Exhibitor Dismantle, 16:30–23:59
- 13 May • Meeting Adjourned, 12:30

December 2015

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January 2016

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February 2016

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March 2016

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April 2016

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May 2016

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